

Getting Fresh

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MAYER

Who: Jenny Galluzzo

Backstory: “I never thought about fashion as a career,” says Galluzzo, a former journalist who had worked for PlumTV in the Hamptons and ABC’s “Good Morning America.” “I [wanted] to go to Iraq and do all these stories and travel the world.” But it was her grandmother — or rather, her grandmother’s love of vintage clothes — that inspired her to switch gears last year and try her hand at designing. “My grandmother’s closet is like a vintage store,” says Galluzzo. “She would give me bags full of dresses. I thought, ‘One day I’m going to take them and have them remade.’” Which is exactly what she did for her spring debut, a six-piece capsule collection of dresses and tops.

Collection: The line is named, appropriately, after her grandmother, Florette Mayer. “She’s the launching point,” Galluzzo says. “She’s independent and fearless, and loved traveling to exotic places. The clothing I design is for urban bohemians who want to live, or pretend to live, that fantasy.” Add to this Galluzzo’s inspirational icons like Jane Birkin and Diane von Furstenburg, and you get the Seventies jet-set vibe that’s at the heart of the collection, as seen in billowy print dresses and caftans. Galluzzo also designs a line of boho-chic leather, silk and chain belts, and eventually hopes to expand to swimwear, hats and sandals.

Stats: Wholesale prices for Mayer range from \$85 for belts to \$385 for dresses.

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